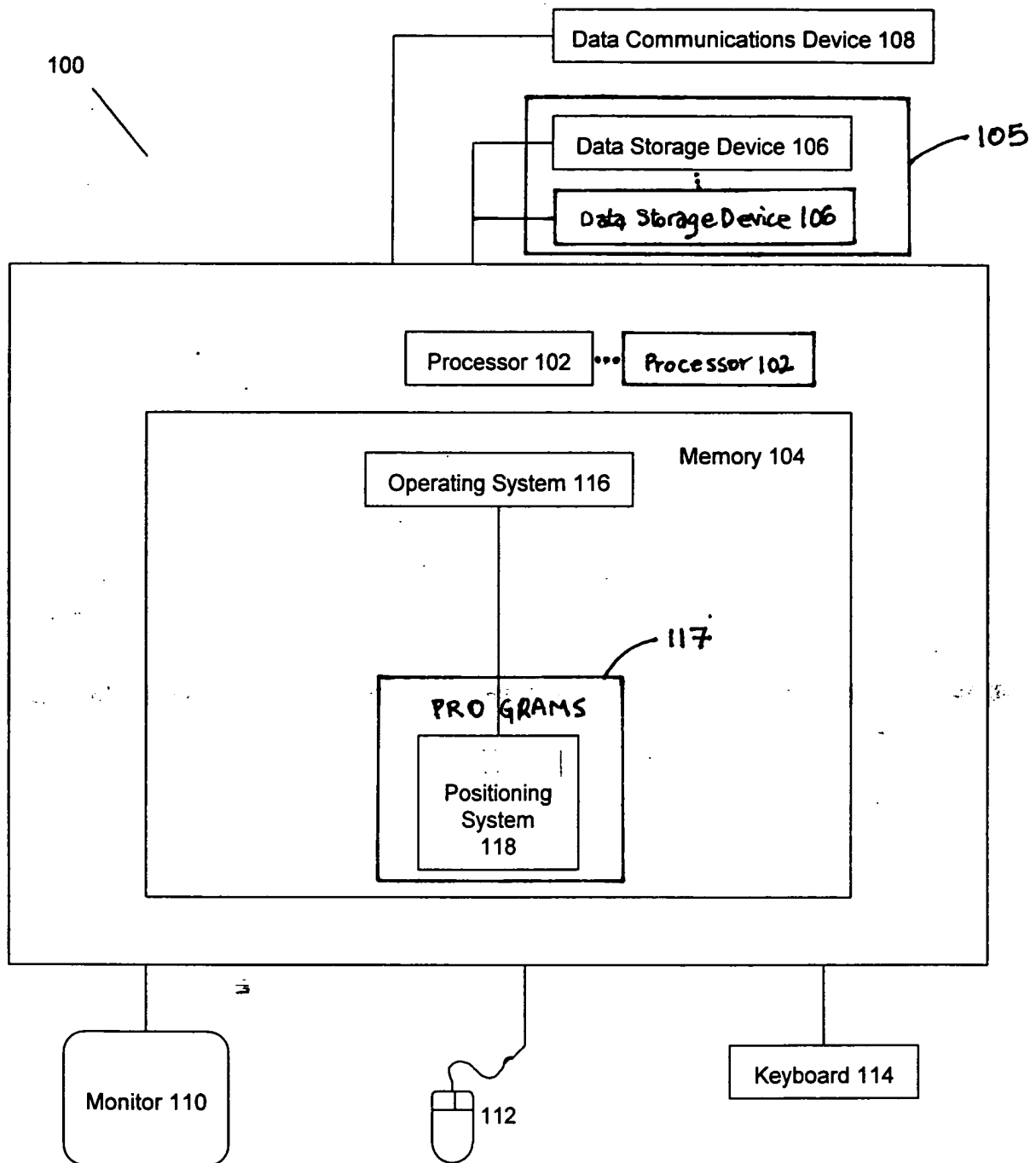


FIG. 1



Visual Positioning Process

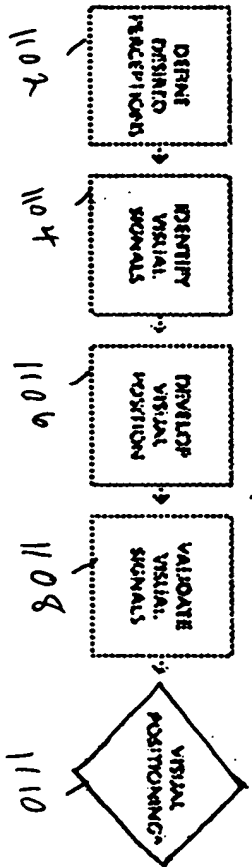


FIG. 2

2021

-1200

→ DYNAMIC

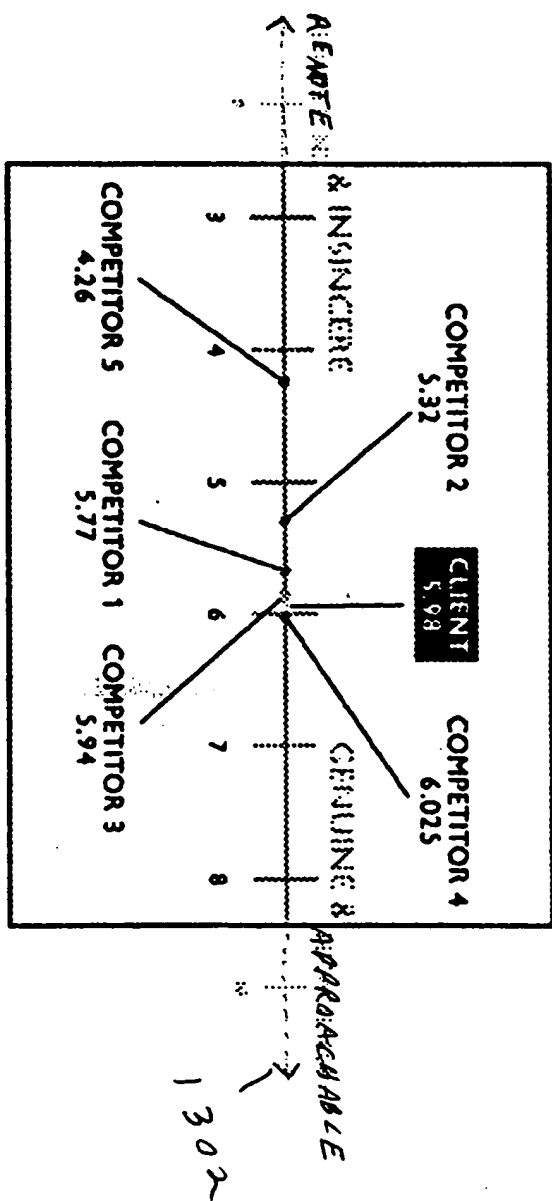
→ HARMONIOUS

.....) **GENUINE & APPROACHABLE**

→ **INVENTIVE SOLUTIONS**

F/G. W.

-1300



F15. 4

[illegible]

PHOTOGRAPHY: PEOPLE

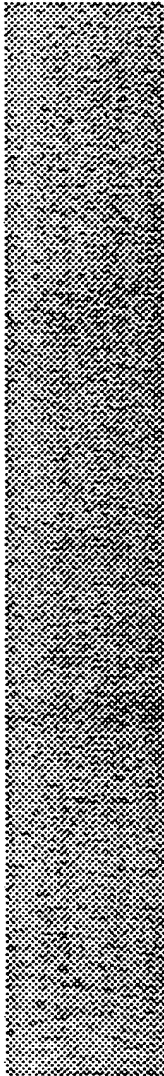
REMOTE & INSINCERE

GENUINE & APPROACHABLE

1402

1400

1404



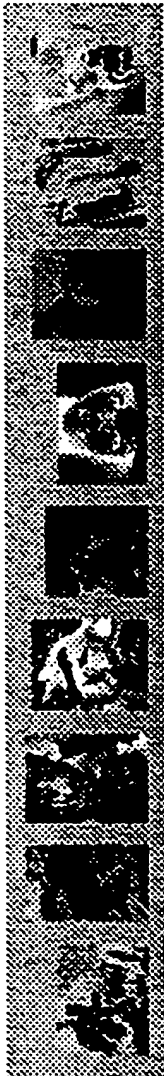
F 16-115

00407560 002800

PHOTOGRAPHY: PEOPLE

REMOTE & INSINCERE

GENUINE & APPROACHABLE



1500

F 16-3 6

09407560 092800

**GENUINE & APPROACHABLE**



	CAR	9	8	7	6	5	4	3	2	1
CAR + 1	1	0	4	4	1	3	5	1	5	4
CAR + 9	7	8	4	1	5	3	2	6		
CAR + 5	7	8	5	1	4	4	4	2		
CAR + 8	9	7	4	6	3	2	5	1		

	7	9	5	6	4	3	1	2
cur 8	7	3	6	1	4	4	1	2
cur 9	7	8	6	5	1	4	3	2
cur 0	8	7	4	4	1	4	1	2
cur 6	7	9	5	6	4	3	1	2

F

1609-

P16.

[illegible]

1700

## VISUAL SIGNALS THAT TRIGGER DESIRED PERCEPTIONS

-1702

## Discussion

## Private: Solutions

**People: Intimate relationship**

**Rich, warm tones**

### Eyecontact with viewer

-1704

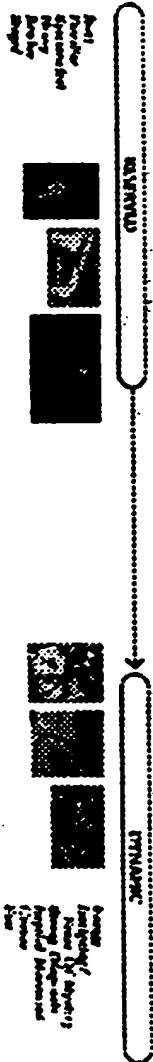
F15-8

[illegible]



VISUAL POSITION MODEL — 1800

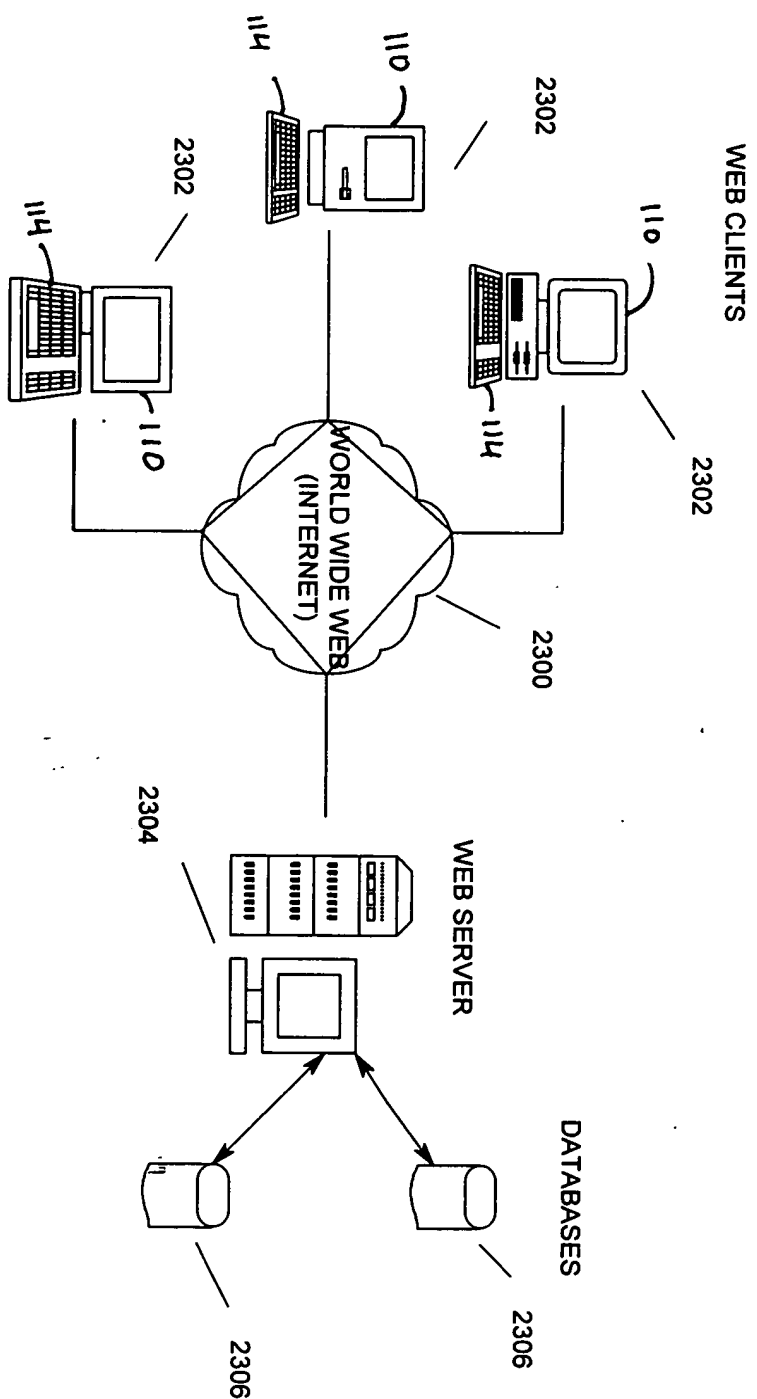
1802

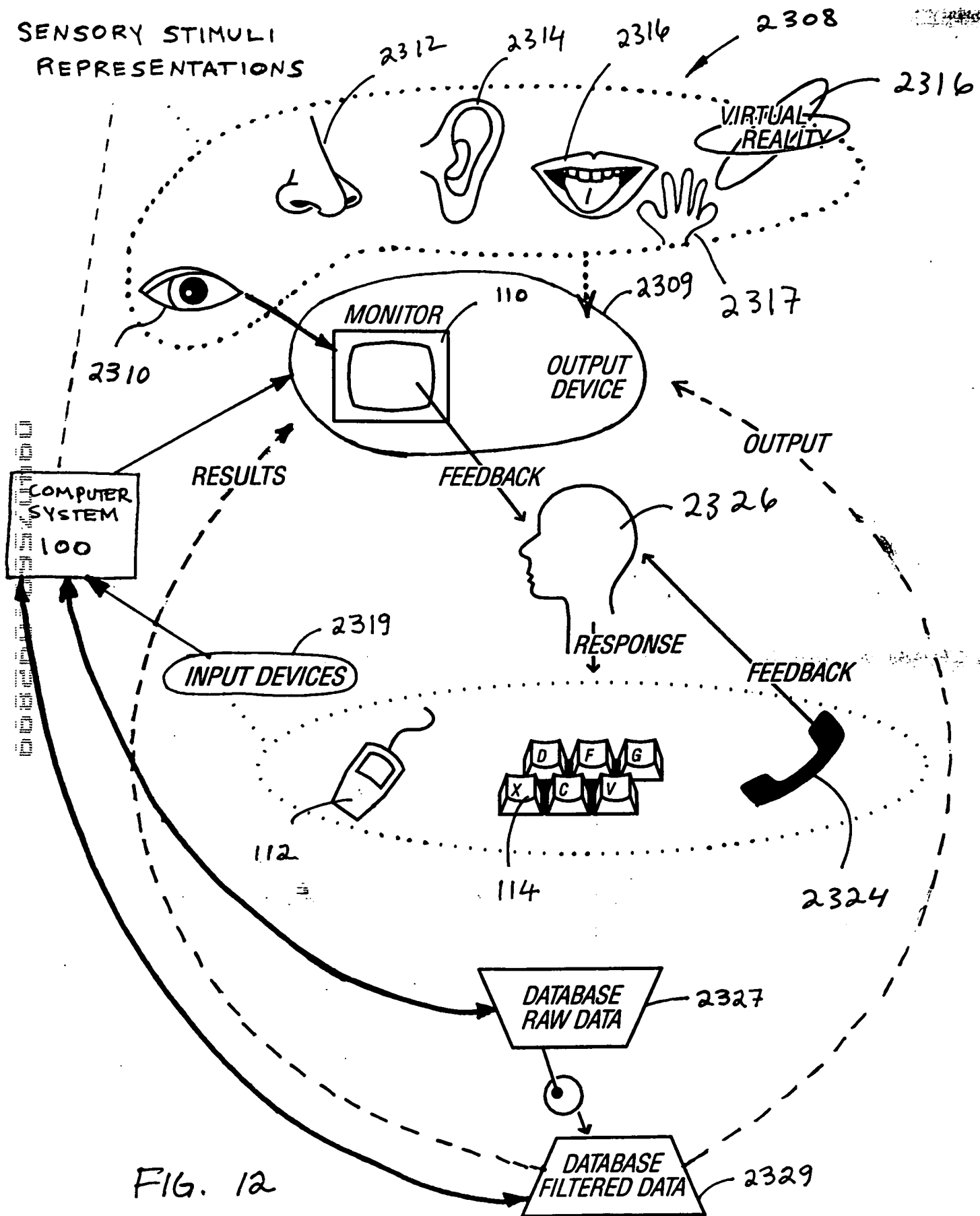


F15.9

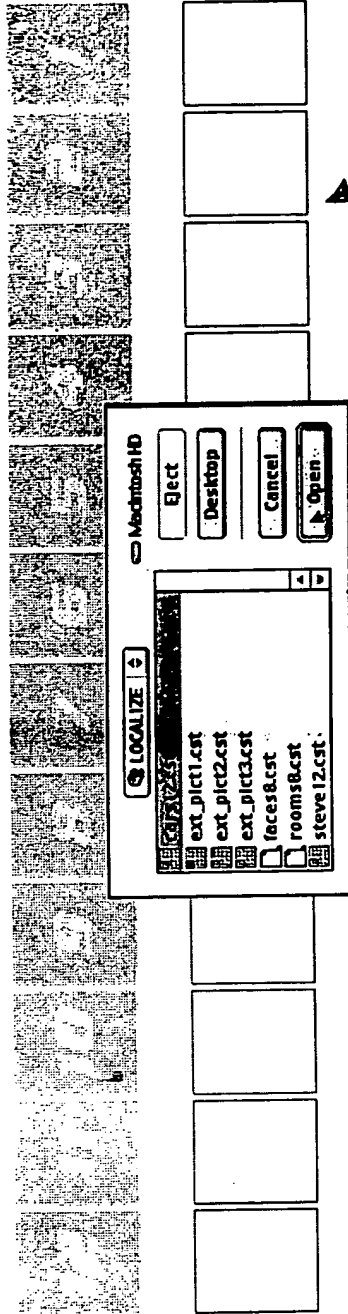


FIG. 11









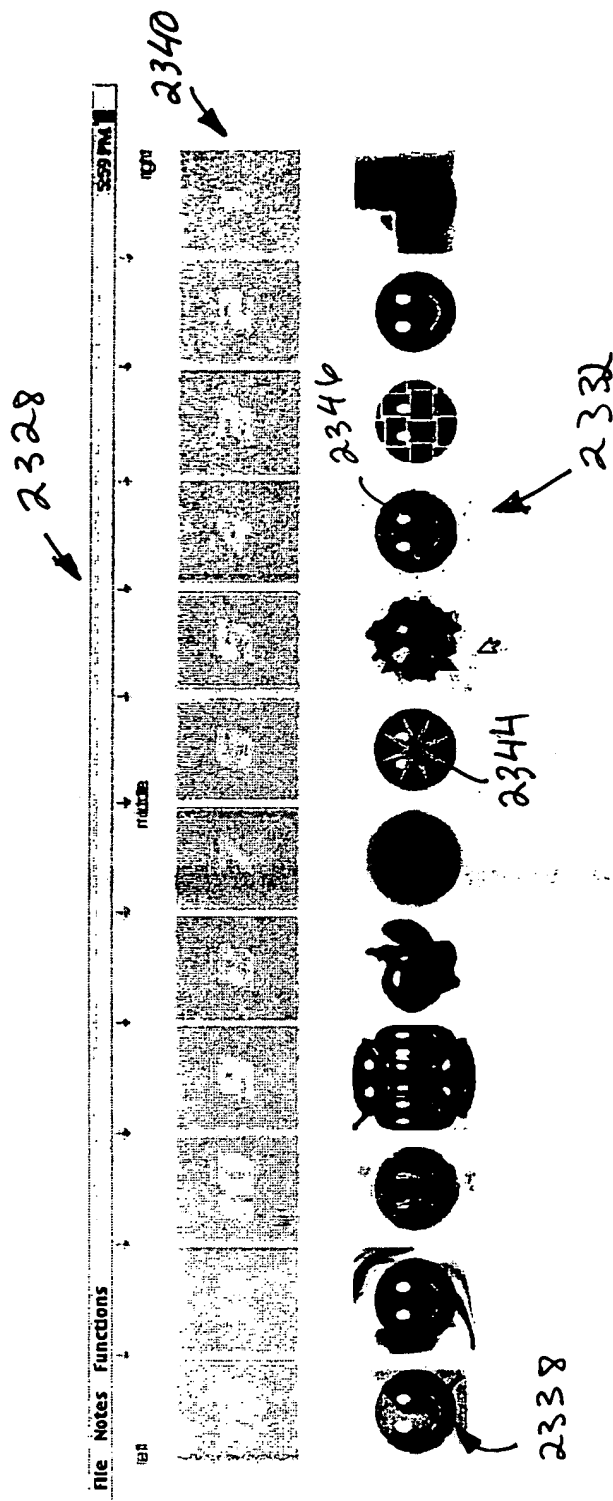
2336

2332

2334

image notes  
click on an image, then enter notes in the field below

Fig. 14



2334

Group Info

Client Name

Project Name

Date

Time

Location

City

State

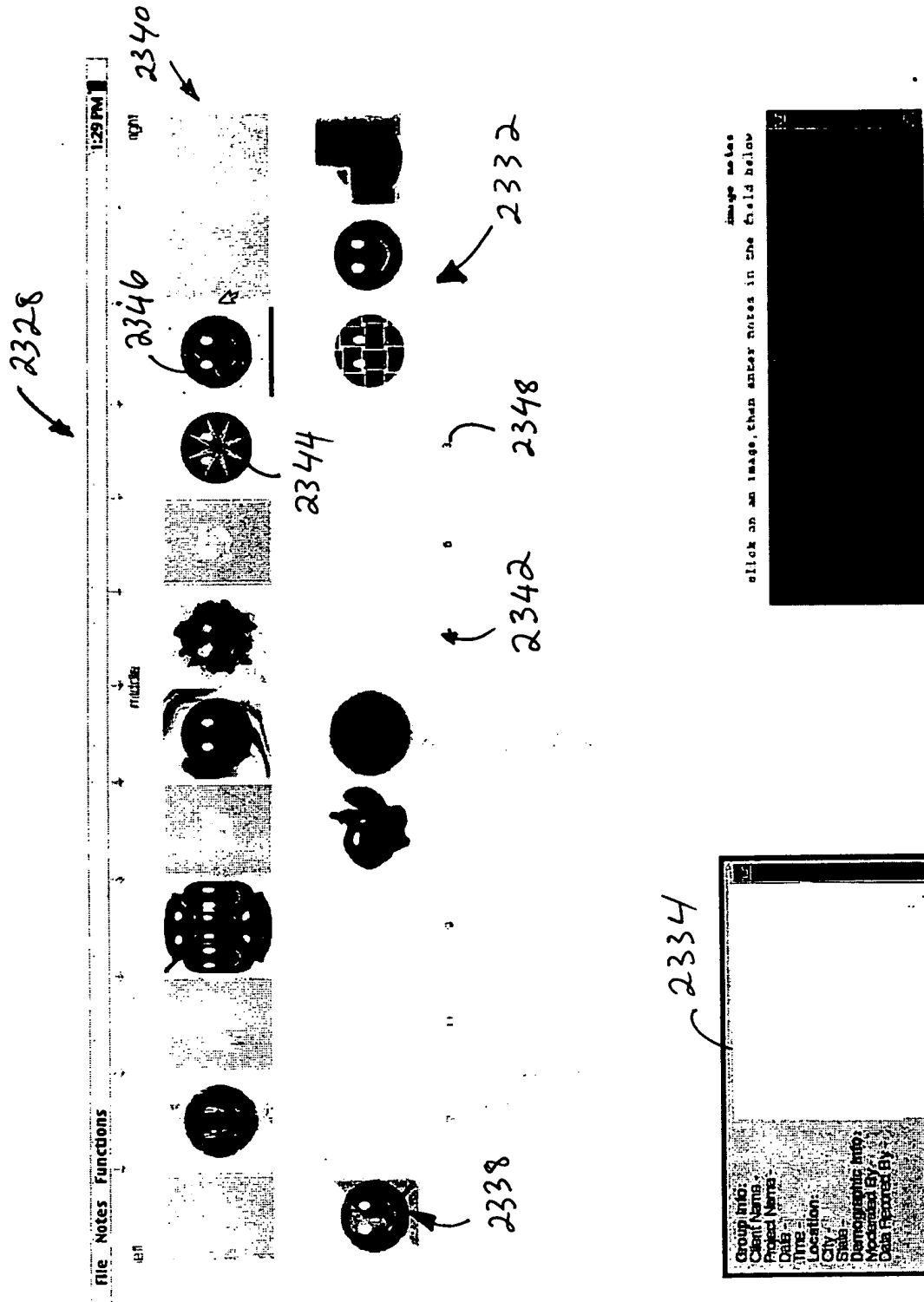
Demographic Info

Accessed By

Date Entered (Y)

click on an image, then enter notes in the field below





## File Notes Functions

1:29 PM

15

**Methods**

2346

2340

2344

2338

2342

2348

232

2334

Group Info:  
Client Name:  
Project Name:  
Date:  
Time:  
Location:  
City:  
State:  
Demographic Info:  
Modeled By:  
Data Reported By:

click on an image, then enter notes in the field below  
image as to

FIG. 11b









2328

209 PM

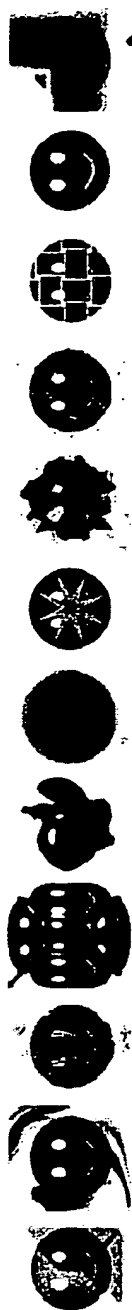
File Notes Functions

left

right



2340



2332

2364

notepad

Record your notes in the area directly below this screen.

Group Info:  
Client Name:  
Project Name:  
Date:  
Time:  
Location:  
City:  
State:  
Demographic Info:  
Modeled By:  
Data Received By:

Image notes  
in image, then enter notes in the field below

2356

2366

Spectrum		Date Modified
18 items, 1.9 GB available		
insightful comm. collab.		Mon, Apr 5, 1999, 10:59
layouts		Fri, May 21, 1999, 11:36
logos		Fri, May 21, 1999, 11:36
people		Fri, May 21, 1999, 11:38
prog, emp. leader		Mon, Apr 5, 1999, 10:59
chairs		Fri, May 21, 1999, 11:51
layouts		Fri, May 21, 1999, 11:51
logos		Thu, May 27, 1999, 10:0
proven, cont. growth		Mon, Apr 5, 1999, 10:59
layouts		Fri, May 21, 1999, 11:42
logos		Thu, May 27, 1999, 10:0
textures		Fri, May 21, 1999, 11:44
unmatched, acc. resources		Mon, Apr 5, 1999, 10:59
architecture		Fri, May 21, 1999, 11:46
layouts		Thu, May 27, 1999, 3:54
logos		Thu, May 27, 1999, 10:0









2369      2368      2375

[illegible]

FIG. 25